

**Competition Commission Geroski Lecture
Wednesday 13 June 2007**

Chaired by Dr Peter Davis

Programme

5.30 pm Registration

6.00 pm Lecture : Market Dynamics and Entry

- **Peter Freeman**, Chairman – Competition Commission
Welcome
- **Dr Peter Davis**, Deputy Chairman – Competition Commission
Introduction
- **Professor Costas Markides**, London Business School
Market Dynamics and Entry
- **Professor Peter Schott**, Yale School of Management
Multi-Product Firms and the Dynamics of Product Mix
- **Professor Steven Klepper**, Carnegie Mellon University
Entry and Entrants in Innovative New Industries

7.10 pm Questions

7.25 pm Conclusion

7.30 pm Drinks Reception

8.30 pm Finish